

## **25 Ways to Keep Women in Nontraditional Training and on the Job!**

1. Simplify, simplify, simplify the application and intake process.
2. Sell the benefits of nontraditional occupations (NTOs). Use "hooks" such as "free training for high paying jobs."
3. Invite women to an orientation on nontraditional careers.
4. Give concrete career information. Women considering nontraditional work want to know what the real world of NTO is like.
5. Be up-front about the pluses and minuses of nontraditional work.
6. Provide math skills review, prevocational training, and physical conditioning.
7. Encourage input throughout your program. Listen to the women you are training, you'll find out how your program can be improved.
8. Communicate in ways women can understand. "We serve women who want high paying jobs to support themselves and their families, "or" we serve single mothers who are trying to support their families."
9. Remind trainees of appointments by telephoning them in the morning.
10. Create a pleasant, motivating atmosphere in your classroom. Highlight women "who made it."
11. Use photos of women in the classroom, in social settings, and on the job. Show how proud you are of these women.
12. Know who on staff is tracking trainees' progress through the program. Solve problems before they escalate.
13. Empowerment leads to success! Involve women in the selection of group discussions topics, job site visits and guest tradeswomen to speak about their experiences.
14. Send reminder cards to women who have stopped participating. Use catchy phrases such as, "It's time we got together! Call if you have questions about our training program. We want to help you find a job!"
15. Reward behaviors employers demand, such as punctuality, daily attendance, notifying staff when late or not able to come, and keeping appointments. Use certificates, free lunch coupons, "Student of the Week Awards," or photographs of those getting jobs to reward trainees.
16. Teach women how to: identify sexual harassment; know the appropriate steps to take if they are being harassed, develop skills useful in defusing harassing situations, and learn to identify personal limits concerning posters, sexual comments, touching and ways to make these limits known.
17. Organize a tradeswomen's support group for trainees and women already on the job.
18. Invite tradeswomen to talk about how they handle isolation on the job. Role play situations and solutions.
19. Know the entry routes into positions for which you are training. Does the training you provide prepare women for the challenges they'll face?
20. Check out work sites for acceptance of women and restroom and changing facilities. Help employers prepare their workforce and work site for women in nontraditional jobs.
21. Keep in touch with the trainee once she has started working. Provide a private opportunity for her to talk with program staff about her successes and barriers on the job.
22. Be prepared to offer solutions if the employer is having difficulties with the new employee.
23. Offer training to employers and unions on integrating and retaining women in male-dominated occupations.
24. Be there for women who are experiencing difficulties on the job. Listen and act.
25. Reward women who stay on the job. Invite them to come back to the program and talk to trainees about their experiences.

and may be adapted for use with an acknowledgment to WOW.